

## CONTRACT



**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

And:

**Waterfront Strategies**  
**3050 K Street NW**  
**Suite 100**  
**Washington, DC 20007**

<u>Contract / Revision</u> 147685 /		<u>Alt Order #</u> 08342389
<u>Product</u> AFSCME		
<u>Contract Dates</u> 08/09/16 - 08/15/16		<u>Estimate #</u> 5169
<u>Advertiser</u> ISS/AFSCME-A		<u>Original Date / Revision</u> 08/08/16 / 08/08/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WHIO-TV	<u>Account Executive</u> Philadelphia CoxRep	<u>Sales Office</u> CoxReps Philad
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>Agency Code</u> TV14573	<u>Advertiser Code</u> 121	<u>Product 1/2</u> 128
<u>Agency Ref</u> 6686		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
N 1	WHIO	08/09/16	08/15/16	M-F 10a-11a	10:00 AM-11:00 A		:30			P-02		NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				2	\$500.00					
N 2	WHIO	08/09/16	08/15/16	Stephen Colbert	11:35 PM-12:37 X		:30			P-02		NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				3	\$500.00					
N 3	WHIO	08/09/16	08/15/16	The Price is Right	11:00 AM-12:00 F		:30			P-02		NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				1	\$1,500.00					
N 4	WHIO	08/09/16	08/15/16	Late Late Show: Cord	12:37 XM-1:35 XM		:30			P-02		NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				1	\$350.00					
N 5	WHIO	08/09/16	08/15/16	NewsCenter 7 @ noon	12:00 PM-12:30 P		:30			P-02		NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				3	\$1,250.00					
N 6	WHIO	08/09/16	08/15/16	M-F 4p-5p	4:00 PM-5:00 PM		:30			P-02		NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				5	\$700.00					
N 7	WHIO	08/09/16	08/15/16	Daybreak Edition 430a	4:25 AM-5:00 AM		:30			P-02		NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				3	\$250.00					
N 8	WHIO	08/09/16	08/15/16	Daybreak Edition 5a	5:00 AM-5:30 AM		:30			P-02		NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				3	\$700.00					
N 9	WHIO	08/09/16	08/15/16	NewsCenter 7 5p	5:00 PM-5:30 PM		:30			P-02		NM	2	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				2	\$1,750.00					
N 10	WHIO	08/09/16	08/15/16	NewsCenter 7 530p	5:30 PM-6:00 PM		:30			P-02		NM	2	\$3,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
	Week:	08/09/16	08/15/16	MTWTF--				2	\$1,850.00					

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!

**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u>		<u>Alt Order #</u>
147685 /		08342389
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/09/16 - 08/15/16	AFSCME	5169
<u>Advertiser</u>		<u>Original Date / Revision</u>
ISS/AFSCME-A		08/08/16 / 08/08/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
N 11	WHIO	08/09/16	08/15/16	NewsCenter 7 6p	6:00 PM-6:30 PM		:30			P-02		NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/09/16	08/15/16	MTWTF--				2	\$2,000.00					
N 12	WHIO	08/09/16	08/15/16	Daybreak Edition 6a	6:00 AM-7:00 AM		:30			P-02		NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/09/16	08/15/16	MTWTF--				2	\$1,500.00					
N 13	WHIO	08/09/16	08/15/16	M-F 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/09/16	08/15/16	MTWTF--				5	\$500.00					
N 14	WHIO	08/09/16	08/15/16	CBS This Morning	7:00 AM-9:00 AM		:30			P-02		NM	2	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/09/16	08/15/16	MTWTF--				2	\$1,250.00					
N 15	WHIO	08/09/16	08/15/16	M-F 9a-10a	9:00 AM-10:00 AM		:30			P-02		NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/09/16	08/15/16	MTWTF--				2	\$400.00					
N 16	WHIO	08/13/16	08/13/16	Sat Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1-				1	\$1,000.00					
N 17	WHIO	08/13/16	08/13/16	CBS This Morning Sa	10:00 AM-12:00 P		:30			P-02		NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1-				1	\$700.00					
N 18	WHIO	08/13/16	08/13/16	NewsCenter 7 Noon S	12:00 PM-12:30 P		:30			P-02		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1-				1	\$500.00					
N 19	WHIO	08/13/16	08/13/16	Sa-Su Early News	6:00 PM-7:00 PM		:30			P-02		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1-				1	\$500.00					
N 20	WHIO	08/13/16	08/13/16	Sa 7p-730p	7:00 PM-7:30 PM		:30			P-02		NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----4-				4	\$500.00					
N 21	WHIO	08/13/16	08/13/16	Sa 730p-8p	7:30 PM-8:00 PM		:30			P-02		NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1-				1	\$225.00					
N 22	WHIO	08/14/16	08/14/16	NewsCenter 7 6p Su	6:00 PM-7:00 PM		:30			P-02		NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1				1	\$500.00					
N 23	WHIO	08/14/16	08/14/16	CBS Su Morning	9:00 AM-10:30 AM		:30			P-02		NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-----1				1	\$1,000.00					
N 24	WHIO	08/11/16	08/11/16	Thur Prime Hour 3	10:00 PM-11:00 P		:30			P-02		NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	---1---				1	\$2,750.00					
N 25	WHIO	08/11/16	08/11/16	Thur Prime Hour 2	9:00 PM-10:00 PM		:30			P-02		NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	---1---				1	\$4,500.00					
N 26	WHIO	08/09/16	08/15/16	M-Su 11p News	11:00 PM-11:35 P		:30			P-02		NM	2	\$4,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!





**WHIO-TV**  
**PO Box 809606**  
**Chicago, IL 60680-9606**  
**(855) 333-2676**

<u>Contract / Revision</u> 147685 /		<u>Alt Order #</u> 08342389
<u>Contract Dates</u> 08/09/16 - 08/15/16		<u>Product</u> AFSCME
<u>Advertiser</u> ISS/AFSCME-A		<u>Estimate #</u> 5169
		<u>Original Date / Revision</u> 08/08/16 / 08/08/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	PCode	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/09/16	08/15/16	MTWTFSS				2	\$2,250.00					
N 27	WHIO	08/09/16	08/09/16	Tue Prime Hour 2	9:00 PM-10:00 PM		:30			P-02		NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>					
Week:		08/08/16	08/14/16	-1-----				1	\$4,500.00					
Totals									0.00				54	\$57,125.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
08/01/16 - 08/15/16	54	\$57,125.00	(\$8,568.75)	\$48,556.25
<b>Totals</b>	54	\$57,125.00	(\$8,568.75)	\$48,556.25

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

CMG does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with CMG whether verbal or written.

Two week advance cancellation notice is required unless otherwise specified in writing.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay CMG within terms specified and until payment in full is received by CMG. Payment by advertiser to agency or to service or payment by agency to service shall not constitute payment to CMG. Cox Media Group will not be bound by conditions, printed or otherwise on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

Thank you for your business!

AUG5/16 11.33  
\*\*\* WHIO-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

BUYER NAME DAVID OUTEN

SALES PRSN PH- NICK WELTTE

WASHINGTON, DC 20007

	CLASS: NATL.	LOCAL	REGIONAL
--	--------------	-------	----------

---

FLIGHT DATES AUG9/16 AUG15/16 WK-1

CITY TAX	STATE TAX	CO-OP BILLING NEEDED	DATE	AUG5/16	11	33
----------	-----------	----------------------	------	---------	----	----

TOTAL: \$57,125  
PLEASE CONFIRM  
THANKS, ALEC

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

[illegible]

AGENCY ADVERTISER CODE = 121 AGENCY EST# = 5169  
AGENCY PRODUCT CODE = 128

1	1000A-1100A	30	\$500.00	8/9	8/15	2	T11-F.M
---	-------------	----	----------	-----	------	---	---------

PROGRAM : DR. PHIL  
CON COM1: DR. PHIL

2	1135P-1237A	30	\$500.00	8/9	8/15	3	TU-F,M
---	-------------	----	----------	-----	------	---	--------

PROGRAM : LATE SHOW WITHSTEPHEN COLBERT  
CON COM1 : LATE SHOW WITHSTEPHEN COLBERT

3	1100A-1200N	30	\$1,500.00	8/9	8/15	1	TU-F,M
---	-------------	----	------------	-----	------	---	--------

```
PROGRAM : PRICE IS RIGHT
CON COM1: PRICE IS RIGHT
```

AUG5/16 11.33  
\*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
4			1237A-135A PROGRAM : LATE LATE SHOW WITHJAMES CORDEN CON COM1: LATE LATE SHOW WITHJAMES CORDEN	30		\$350.00	8/9	8/15	1		TU-F,M	1
5			1200N-1230P PROGRAM : NEWS CENTER 7 CON COM1: NEWS CENTER 7	30		\$1,250.00	8/9	8/15	3		TU-F,M	3
6			400P-500P PROGRAM : ELLEN CON COM1: ELLEN	30		\$700.00	8/9	8/15	5		TU-F,M	5
7			430A-459A PROGRAM : DAYBREAK EDITION 430A CON COM1: DAYBREAK EDITION 430A	30		\$250.00	8/9	8/15	3		TU-F,M	3
8			500A-530A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$700.00	8/9	8/15	3		TU-F,M	3
9			500P-530P PROGRAM : NEWS CENTER AT 5P CON COM1: NEWS CENTER AT 5P	30		\$1,750.00	8/9	8/15	2		TU-F,M	2
10			530P-600P PROGRAM : 530P NEWS CON COM1: 530P NEWS	30		\$1,850.00	8/9	8/15	2		TU-F,M	2
11			600P-630P PROGRAM : 6P NEWS CON COM1: 6P NEWS	30		\$2,000.00	8/9	8/15	2		TU-F,M	2
12			600A-700A PROGRAM : DAYBREAK EDITION CON COM1: DAYBREAK EDITION	30		\$1,500.00	8/9	8/15	2		TU-F,M	2

AUG5/16 11.33  
\*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	:
13			700P-730P PROGRAM : WHEEL OF FORTUNE CON COM1 : WHEEL OF FORTUNE	30		\$500.00	8/9	8/15	5		TU-F,M	5
14			700A-900A PROGRAM : CBS THIS MORNING CON COM1 : CBS THIS MORNING	30		\$1,250.00	8/9	8/15	2		TU-F,M	2
15			900A-1000A PROGRAM : LIVE-KELLY AND MICHAEL CON COM1 : LIVE-KELLY AND MICHAEL	30		\$400.00	8/9	8/15	2		TU-F,M	2
16			1000P-1100P PROGRAM : 48 HOURS MYSTERY CON COM1 : 48 HOURS MYSTERY	30		\$1,000.00	8/13	8/13	1		SAT	1
17			1000A-1200N PROGRAM : CBS SATURDAY MORNING CON COM1 : CBS SATURDAY MORNING	30		\$700.00	8/13	8/13	1		SAT	1
18			1200N-1230P PROGRAM : NEWS CENTER 7 CON COM1 : NEWS CENTER 7	30		\$500.00	8/13	8/13	1		SAT	1
19			600P-700P PROGRAM : NEWS CENTER 7 (INCLUDES CBS NEWS) CON COM1 : NEWS CENTER 7 (INCLUDES CBS NEWS)	30		\$500.00	8/13	8/13	1		SAT	1
20			700P-730P PROGRAM : WHEEL OF FORTUNE CON COM1 : WHEEL OF FORTUNE	30		\$500.00	8/13	8/13	4		SAT	4
21			730P-800P PROGRAM : OHIO LOTTERY CASH EXPLOSION SHOW CON COM1 : OHIO LOTTERY CASH EXPLOSION SHOW	30		\$225.00	8/13	8/13	1		SAT	1

REP HEADLINE# 8342389  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 610-293-4100 FAX# 610-225-1191  
 CREDIT ADVISORY: BOTH ADV/AGY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG5/16 11.33  
 \*\*\* WHIO-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
22			600P-700P	30		\$500.00	8/14	8/14	1		SUN	1
			PROGRAM : NEWS CENTER 7									
			CON COM1: NEWS CENTER 7									
23			900A-1030A	30		\$1,000.00	8/14	8/14	1		SUN	1
			PROGRAM : CBS SUNDAY MORNING									
			CON COM1: CBS SUNDAY MORNING									
24			1000P-1100P	30		\$2,750.00	8/11	8/11	1		THU	1
			PROGRAM : CODE BLACK									
			CON COM1: CODE BLACK									
25			900P-1000P	30		\$4,500.00	8/11	8/11	1		THU	1
			PROGRAM : BIG BROTHER									
			CON COM1: BIG BROTHER									
26			1100P-1135P	30		\$2,250.00	8/9	8/15	2		TU-M	2
			PROGRAM : NEWS CENTER 7									
			CON COM1: NEWS CENTER 7									
27			900P-1000P	30		\$4,500.00	8/9	8/9	1		TUE	1
			PROGRAM : ZOO									
			CON COM1: ZOO									
AUG/16			57125.00									
CONTRACT TOTAL												57125.00
TOTAL SPOTS												54

MARKET TOTALS \$116,581 WHIO 49% WDTN 26% WKEF 15% WRGT 9% CABL 0% WBDT 1%  
 SVC- NSI  
 DEMOS- RA35+\*